

ABSTRACT

GIBAS Societal Organizations of Bandung Resort Dayeuhkolot District sector is one of societal organizations in Dayeuhkolot sub-district. The issues started from clashes of PKL (Pedagang Kaki Lima/street vendors) was relocated in Sukabirus street Dayeuhkolot sub-district between society organizations and Satpol PP. Followed by local media report to societal organizations including GIBAS on the incident. This issues raised negative images for GIBAS members from the society.

This research used qualitative method with descriptive characteristic following case studies research type. Using research technique through interview, direct observation, and supported by the author research data. This research objective is to know how GIBAS members self-concept on influencing the image on the society especially in Bandung district.

Based on the results of author data analisis, it is found that self-concept of GIBAS is implied to the members in becoming the social control for the society. It is associated with the image that the GIBAS needs because with the negative image, GIBAS can't get the society trust and it caused social control can't be realized in the society. Because of GIBAS appearance looks intimidate makes societal uncomfortable to interact with GIBAS

Keyword: Societal Organization, Self-Concept, image formation